DWR pay if forward

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With courtesy Louise Stickland

Robe lighting enjoyed an “Awesome” PLASA 2011 exhibition at Earls Court in London, combining flair, innovation and action with many highlights including the showcasing of new products, plus the launch of the ROBIN DLX Spot – the world’s first RGBW LED based moving head, and the ROBIN 1200 LEDWash, the latter to complement the existing hugely popular LEDWash 300 and 600 units.

There was also a special preview of the ROBIN Sniper concept – a mega-bright fixture with super-tight 230 mm parallel fat beam giving an incredible output.

This was just the start!

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The stand was busy constantly for all 4 days of the show, with major interest in the new launches as well as the ROBIN MMX Spot – the first in the next generation of ‘workhorse’ 1200 series fixtures – and the ROBIN 300 and 600 Spot, Wash and Beam ranges.

All of these reinforce Robe’s ongoing and future commitment to producing smaller, lighter and brighter and genuinely more environmentally conscious technology.

Another major feature of this year’s stand was the inclusion of a special enclosed demonstration studio. Public shows ran every hour throughout the exhibition, with a full house. On the half hour, more individual presentations were given to invited guests like LDs and global distributors, focussing on the finer details of the new product releases. All these slots were also fully booked throughout the entire four days.

An outside ‘play’ area provided an ideal opportunity for everybody who was interested in seeing and getting close up to Robe’s ‘hot’ new products.

These were just two integral elements of the elegant, highly visual double decker booth which was one of the largest of the show. It’s stylish design stood out spectacularly, taking lighting and projections beautifully, offset by the eye-catching grass carpeting.

The top deck of the booth proved a perfect environment for serious business meetings, and several deals were concluded during the exhibition. A full bar was also operational, allowing guests to enjoy Robe’s famous hospitality, complete with amazing Czech beer, cheeses and other delicacies, and also chill out and take a break from the hubbub and freneticism of the show floor.

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The ground floor of the stand also saw a constant stream of activity. Visitors could collect information packs and choose from a selection of fun, funky and functional promotional materials and gifts.

During the show, Robe also celebrated the sale of its 5000th ROBIN 600 LEDWash luminaire. This has become the fastest selling product ever in the company's history since the first units rolled off the production line in the Czech Republic in December 2010 – following its launch at least year's PLASA.

Recognising that "It's all about the people" is such a vital key to success, Robe's traditional Sunday night party slot once again enjoyed a massive buzz right there at the forefront of the show's associated social activities, in the process proving to be *THE* off site event to be at! Over 600 guests boogied the night away until the early hours at the Café de Paris in central London, entertained with live music, great food and a host of amusing elements – all combining to make an evening full of smiles, laughs and excellent interaction.

Robe's CEO Josef Valchar sums up, "We had a fantastic show in all ways. The new products were very well received, which also reinforces our thoughts and ideas for the future. We met lots of international and high value new contacts in addition to many of our worldwide distributors along with a wide mix of our existing clients and friends, and it provided a great forum for all of us to catch up on both business and social fronts. I think the exhibition continues to be among the most important in Europe for the entertainment sector".

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